## The Universal Cannabis Product Symbol (UCPS)

## Teaching the public "caution before cannabis"







## **Features:**

- 1. Offered at no cost by DFCR to all government licensing authorities (written permission required)
- 2. Incorporates a cannabis leaf into the most widely known caution sign – a black exclamation point in a yellow triangle – creating a unique, eye-catching, and recognizable design
- 3. Large elements remain clear when printed at reduced sizes on small packages
- 4. An exclamation point over a leaf teaches the public "caution before cannabis" without implying prohibition
- **5.** Two-color design offers a good option for B/W printing
- 6. A two-letter state code, "THC," and/or "CBD" may be placed below the UCPS



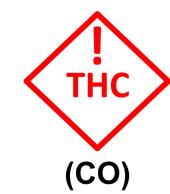
## Comparison of UCPS with other cannabis product symbols currently in use:

Design	Shape	Colors	Elements			Good	
			Cannabis leaf	Exclamation point	Text	B/W option	Disadvantages
CA	Triangle (caution sign)	Black & white	YES	YES	CA	YES	Elements small (not scalable)
СО	Diamond (hazard sign)	Red & white	NO	YES	THC	YES	Elements small (not scalable), no leaf and "THC" is not universally known as meaning "cannabis"
MA & ME	Triangle (caution sign)	Red, black & white	YES	NO	CONTAINS THC	YES	No exclamation point, red means "Stop" (not "Caution"), multicolored
МІ	Inverted triangle	Green & white	YES	NO	MARIJUANA PRODUCT	YES	No exclamation point, unhelpful shape, green means "Go" (not "Caution"), text is very small
NV	Triangle (caution sign)	Black & white	NO	YES	THC	YES	Elements small (not scalable), no leaf and "THC" is not universally known as meaning "cannabis"
OR	Rectangle	Red, black & white	YES	YES	N/A	NO	Unhelpful shape, red means "Stop" (not "Caution"), multi-colored, lacks good B/W option
WA	Diamond (hazard sign)	Yellow, green, black & white	YES	NO	21+	NO	No exclamation point, requires multicolor printing, lacks good B/W option
Canada	Octagon (stop sign)	Red, black & white	YES	NO	THC	NO	Elements small (not scalable), no exclamation point, octagon and red mean "Stop" (not "Caution"), lacks good B/W option
UCPS	Triangle (caution sign)	Black & yellow or black & white	YES	YES	THC, CBD, and/or state abbreviation	YES	



THC

(NV)









(Canada)

For inquiries or permission to use: labeling@dfcr.org

For more information: dfcr.org/labeling

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